



May 24, 2006

12 noon- 2:00 PM

Meet in South Conference Room
8th Floor, City Hall

1. Welcome

2. Webcast:

EPA's Watershed Academy: INFLUENCING BEHAVIORS USING SOCIAL MARKETING

A PDF flyer for this event is available online at:

www.epa.gov/owow/watershed/wacademy/webcasts/2006-0515social_marketing_flyer.pdf

The seminar will be presented by Charlie MacPherson, Tetra Tech Inc., and Christopher Conner, Chesapeake Bay Program.

Watershed practitioners increasingly rely on nontraditional approaches to encourage people to alter their everyday behaviors and help improve and protect our waters. These approaches include social marketing techniques, which apply traditional commercial marketing approaches to address social issues. Webcast instructors will provide an overview of social marketing principles and then proceed through the steps needed to make audiences aware of an issue, recognize audiences' underlying motivations, and encourage behavior change. A case study presentation will highlight the key social marketing principles used to change behaviors in the Chesapeake Bay Watershed.

3. Other Items

Notes:
